

Fashion Saloon  
209 J Street  
Sacramento  
Sacramento County  
California

HABS No. CAL-1261

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CAL,  
34-SAC,  
29-

HISTORIC AND ARCHITECTURAL DATA

Historic American Buildings Survey  
Heritage Conservation and Recreation Service  
Department of the Interior  
Washington, D. C. 20243

PHOTOGRAPH-DATA BOOK REPORT  
Historic American Buildings Survey

NO. CAL- 1261

THE FASHION SALOON

Sacramento, Sacramento County, California

Address: 209 "J" Street (39 "J" Street, old number until 1880)  
Occupancy: Demolished  
Use: Saloon from 1855 to 1870; after which the building was used for a variety of shops and offices

ARCHITECTURAL AND HISTORICAL SIGNIFICANCE

Because of its unique street facade of cast-iron and having remained in existence from 1855 to 1965, when it was demolished to make way for Interstate Freeway No. 5, the Fashion Saloon has always stimulated architectural and historical interest.

HISTORICAL INFORMATION

The original street address was 39 "J" Street until 1880 when a new system of numbering addresses was adopted and maintained until the present day, No. 39 becoming No. 209.

The following excerpt from the Sacramento Directory of 1856 gives a fairly complete resume of the building's history up until that time:

"Fashion, John C. Keenan proptr, 39 J.

This has always been a favorite resort of the Sacramentans and strangers visiting the city, for it has a reputation spread broadcast throughout the State, if not extending far beyond its limits. The "Fashion" was first established by the present proprietor, in Aug. 1852, but in the November following it was swept out of existence by the disastrous conflagration that laid waste the whole city. Mr. Keenan, however, was not a man easily discouraged by ordinary obstacles. Without repining at this loss, or permitting his spirits to droop for an instant, his mind was made up what to do. Before the smoke which had laid his enterprise in ruins had fairly cleared away, we find him thirty miles up the Sacramento, at Vernon, a "city" that once had an existence in the prurient imaginations of many victims, who in those days laid out such things extensively -- on paper. Here he purchased a wooden building, had it floated down the river, and in less than two weeks from the time of its destruction, the "Fashion", Phoenix-like, came out of its ashes, received back its friends, and was the scene of many congratulations between the proprietor and his numerous admirers. The spirit of improvement that has added substantially to embellish and beautify the city, and give its inhabitants a character for enterprise and sagacity abroad, has not found the proprietor of the "Fashion" a whit behind his contemporaries. While others around him were rearing gigantic structures of enduring material, he made careful preparation to have his establishment keep progress with the prevailing current, and on the 11th of Dec., 1855, the present elegant building, where "Fashion" is in future to hold her temple, was again opened to its friends, after a

temporary absence from public view. The building is of brick, two stories in height, 20 feet x 100, in the rear of which is a kitchen 15x40, also two stories high. The first floor is occupied as a saloon and billiard-room, and the second is fitted into sleeping apartments, and embraces a suite of rooms running the whole length of the building. They are all furnished in superior style -- the walls embellished with pictures -- the carpets of the most costly description -- each room lighted with gas, and supplied with a bell-pull -- large mirrors -- in fact, every desirable adjunct that can add elegance to utility. Water is also conducted to all parts of the building. The iron front of the "Fashion" is of unique pattern, and is a tribute to the taste and ingenuity of the Eureka Foundry, where it was cast. In fine, the whole interior, both above and below, is finished in the most gorgeous manner, no expense having been spared to render it par excellence the most 'recherche' establishment of the kind on the Pacific. The cost of lot and improvements on it, since it came into the hands of Mr. Keenan, have amounted to \$41,587. The "Fashion" is now one of the notable points in the City."

John C. Keenan is listed as being from Texas in the 1853 Directory and from Alabama in the 1856 and 1857 Directories.

Keenan apparently disposed of the building to the next-door Forrest Theater in 1858 as the Fashion Saloon is no longer listed in any subsequent directories, but the Forrest Theater, also built in 1855, has absorbed the address No. 39-41 "J" Street. Keenan then took over the Bank Exchange Saloon on the northwest corner of Second and "K" Streets.

#### ARCHITECTURAL SIGNIFICANCE

The cast-iron details make the Fashion Saloon unique in Old Sacramento as no other building was quite like it. The wide, paneled, cast-iron pilasters were crowned with Corinthian capitals in turn supporting acanthus-leaf brackets under an intermediate belt cornice.

Both upper and lower floors were fenestrated by three recessed openings, protected by outside iron shutters hinged to fold back against the reveal of the openings.

The second floor windows were capped with heavily ornamented window heads supported on voluted consoles.

While not similar in detail, the ironwork was of the same elaborate ornamentation that appears on the Leggett Ale House at 1023 Front Street, a building also dating from 1855 and for which the cast-iron work was also cast by the Eureka Iron Works.

Upon demolition of the building in 1965, most of the cast-iron work was salvaged and is stored in the Municipal Warehouse in Sacramento. Reconstruction of the building is ultimately proposed for inclusion in the Old Sacramento project.

Prepared by

Clyde F. Trudell, Architect

April 1969

THE FASHION SALOON,  
209 "J" STREET,  
SACRAMENTO, SACRAMENTO COUNTY,  
CALIFORNIA

HABS NO. CAL.-1261

SUPPLEMENTAL MATERIAL (Page 3)

1853-4  
**JESSE MORRILL,**  
**BLACKSMITH,**

AND MANUFACTURER OF  
**IRON SHUTTERS AND DOORS,**  
FRONT STREET, NEAR I STREET,  
SACRAMENTO.

Public attention is called to his new invention of HORSE POWER, which will  
be found to surpass any other.  
Every description of Job Work done at the shortest notice.

K. BURGE,

R. K. BURGE & CO., 1854

MANUFACTURERS OF

**IRON SHUTTERS AND DOORS,**

Third street, between J and K,  
SACRAMENTO.

Improved machinery and a long experience in the Iron Shutter and Fire-proof  
iron work, we are enabled to give the most entire satisfaction, and fill orders  
shortest notice.

**H. JOHN,**  
Iron Shutter Manufacturer,  
**LOCKSMITH & FINISHER.**  
SOUTH SIDE OF  
Street, between Seventh and Eighth,  
SACRAMENTO. 1857

**JAMES M'GUIRE,**  
**BLACKSMITH,**  
AND MANUFACTURER OF  
**IRON SHUTTERS AND DOORS,**  
SIXTH STREET, BETWEEN J AND K,  
SACRAMENTO. 1854-55

Job Work of all kinds done at the shortest notice, and in the best manner.

**IRON SHUTTERS,**  
Balconies,

**RAILINGS, GRATINGS, &c.**

The undersigned is prepared to contract for and  
furnish in a most satisfactory manner, all kinds of  
**IRON WORK** belonging to fire-proof buildings, on  
reasonable terms. Orders from the country will meet with  
prompt attention.

1856

**J. M'GUIRE,**  
42 Sixth street, between J and K.

J. S. VAN WINKLE

J. M. DUNCAN

**VAN WINKLE & DUNCAN,** 1854

IMPORTERS OF

American, English and Swedes

**IRON**

German Blister and Shear

**CAST STEEL.**

OF EVERY DESCRIPTION.

CHAINS, BELLOWS, ANVILS, NAILS, HORSE  
Shoes, Coal and Blacksmith Tools,

Which are offered at prices that cannot fail to give satisfaction.  
The TRADE will be supplied upon the most accom-  
modating terms.

Warehouse, Fourth Street, between I and J,

SACRAMENTO FOUNDRIES AND IRONWORKERS IN THE 1850's.

THE FASHION SALOON,  
209 "J" STREET,  
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HABS NO. CAL.-1261

SUPPLEMENTAL MATERIAL (Page 4)

**WM. M. RATCLIFF,**  
**BLACKSMITHING**  
And Repairing Establishment,  
No. 16 FRONT STREET, NEAR I, SACRAMENTO.  
**BLACKSMITHING IN ALL ITS BRANCHES.]**  
House Work, Iron Doors and Shutters Made and Repaired to order. Steamboat Repairing, Bolt Making and Iron Work for Bridges Etc. Particular attention to Cemetery Railings.  
All Orders promptly filled at the Lowest Cash Prices. 1863

**SACRAMENTO**  
**IRON AND BRASS FOUNDRY,**  
AND  
**MACHINE SHOP,**  
Cor. of I and Second Streets,  
**SACRAMENTO.**

The attention of the public is particularly called to the superior facilities in our possession for making all kinds of

**CASTINGS AND MACHINERY,**

Having the largest LATHE in California, together with a complete stock of TOOLS, we are enabled to fit up the most heavy machinery, etc., at the shortest notice.

**STEAM ENGINES,**

Saw Mills, Grist Mills, Threshing Mills,

QUARTZ CRUSHING, AMALGAMATING,

And Pumping Machinery, &c.

**WATER WHEELS, HORSE POWER,**

Geering and General Mill Work.

ALSO,

CASTINGS for all kinds of MACHINERY, either Brass or Iron; BLACKSMITHING and BOILER MAKING; TURNING, FINISHING and PATTERN MAKING, and everything generally connected with the business.

OUR TERMS WILL BE FOUND MODERATE.

**LAMBARD & GOSS,**

Proprietors.

ORDERS PROMPTLY FILLED.

1854

SACRAMENTO FOUNDRIES AND IRONWORKERS IN THE 1850's - 1860's.

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SUPPLEMENTAL MATERIAL (Page 5)

47

Jones I. D., saloon keeper Rainbow, 2d, between J and K; Pennsylvania  
Jones Thomas D., guildler, with Rivett & Co., 28 K; Missouri  
Jones William H., clerk, 144 J; New York  
Jones Eliza Mrs., dwelling M, between 4th and 5th  
Joughons Charles, of Walker & Co., 115 J  
Jordan J. M., of Jackson, Noonan & Co., 47 4th street; Pennsylvania  
Jordan Norman, of Hyde & Jordan, 114 K; New York

KE

Kagee George, boarding house, 155 K; Illinois  
Kauzer John & Co., furniture dealers, 5th, between J and K; New York  
Kahrs John, jeweller, with J. Bailey, 116 J; New York  
KALKMANN PHILLIP & CO., wholesale dry goods merchants, 61 K, corner 3d  
KAUFMAN C. & W., clothing merchants, 36 K; Pennsylvania  
Kaufman H., of Crocker, Brother & Co., 246 J; Illinois  
Kaufman M., clerk with G. Y. Schmidt, 88½ J  
Keating N., merchant, 318 J  
Keating W. J., printer, Union Office, 21 J; Missouri  
Kean John, cooper, 4th, between M and N; New York  
Keasy William, merchant, corner M and 8th; Ohio  
Keegan Mrs., dwelling K, between 8th and 9th  
KEENAN JOHN C., proprietor Fashion, 39 J; Texas  
Keine O. A., tinsmith and stove merchant, 163 J; Wisconsin  
Keeler & Gish, physicians, 6th, between J and K  
Keeler Ira, of Keeler & Gish, 6th, between J and K; Indiana  
Keller L., dry goods and clothing merchant, 162 J; Missouri  
Keller Michael, variety merchant, 235 J; Missouri  
Keller Frank, butcher, California Market, 251 J; Illinois  
Keller Joseph, butcher, California Market, 251 J; Illinois  
Kellenber John A., barber, at Winters, 23½ K  
Keller Leander, mattress maker, K, between 8th and 9th; Louisiana  
Kelley Alex. R., machine sewer, 77 K, up stairs  
Kellogg Leonard, tinsmith, 245 J; Connecticut  
Kellogg S., miner, 245 J; Connecticut  
Kellogg James, bookkeeper, Page, Bacon & Co.; Connecticut  
Kelly L. D., wagon maker, 7th, between I and J; Massachusetts  
Kelly Hiram, tinsmith, with J. Gillig, 148 J; Michigan  
Kelly John J., clerk, with Wells, Fargo & Co.; New York  
Kelly & Co., dealers in hay, etc., 9th, between J and K  
Kelly Hugh, blacksmith, corner I and 3d; New York  
Kennedy & Long, blacksmiths, 6th, between I and J  
Kennedy Samuel, blacksmith, of Kennedy & Long, 6th, between I and J; Pa.

33 FASHION. 33

J Street, Sacramento.

This highly popular Saloon will be found kept as heretofore  
in the very height of Fashion.

LIQUORS AND CIGARS,

of the most choice brands, will be found constantly on hand.

JOHN C. KEENAN, Proprietor.

10

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SUPPLEMENTAL MATERIAL (Page 6)



HISTORIC AMERICAN BUILDINGS SURVEY  
PHOTOGRAPH FROM SACRAMENTO REDEVELOPMENT AGENCY 1964.